

## Executive Director's Report – May 19, 2017

### Advocacy

#### **DTLA 2040- CCA Committee Meeting**

Ren and Board members Chatoff, Keller and Levy attended the CCA DTLA 2040 Committee to address the proposed changes to the Community Plan and to ensure that the Fashion District's interests are well represented. Bryan Ek, the City Planner charged with the Community Plan update was in attendance and he welcomed our comments regarding the changes to the District. We also expressed that while parking requirements might be going away for new developers, small businesses will still need to be supported by creating accessible parking. We encouraged the City to include shared public parking garages, like those found in Old Pasadena or Santa Monica. Ek also said that Street Standards will be updated, which presents an opportunity to convert some under-performing and unsafe one-way streets back to two-way service. The group was encouraged to hear that the City hopes to move away from rigid requirements and to rely more on incentives to push forward their vision.

The public benefits or "value capture" component of DTLA 2040 was also discussed, and City staff are welcome to input on how best to structure such a program. CCA has been following the development of similar programs like that found in the Exposition Corridor Transit Neighborhood Plan, and is advocating for a simpler, more predictable approach to community benefits. Attendees also asked City Planning to be sure that any such requirements were not layered on top of existing fees or requirements such as Quimby fees or the proposed linkage fee.

Housing production, affordability, and homelessness were identified as high priorities to address in the community plan update. Suggested improvements included: added residential capacity throughout Downtown, process/bureaucracy improvements at City Hall, removal of parking minimums, and tiering projects off of the community plan's EIR. CCA members are encouraged to offer other suggestions that will promote affordability in DTLA and help reduce homelessness and the concentration of poverty.

Looking ahead, the Planning department hopes to release the community plan text in early summer, to have the new zoning code (re:code LA) ready by August/September, and to publish the draft EIR in late 2017/early 2018. CCA members are invited to the DTLA 2040 Working Group's next meeting on May 19<sup>th</sup> from 10 to 11:30 a.m., which will have a special focus on Downtown mobility.

## **Measure H Implementation Meeting**

Measure H was approved by the voters in March 2017 and will generate approximately \$355M per year for 10 years to end homelessness. Funding is focused on the following areas: a coordinated countywide outreach program, expanding bridge and crisis housing and building the Coordinated Entry System.

Due to the great challenge of siting new homeless facilities, the County, in partnership with United Way, hired a consultant to research and develop an effective and consistent message to address community concerns.

## **City Market South**

Rena attended two public hearings in support of the City Market South project. The restaurant Rossoblu has a quiet opening on May 11<sup>th</sup>. To see more of the project check this link: <http://urbanize.la/post/checking-city-market-south>

## **Tribune Real Estate Holdings Co.**

Rena met with 4 members of Tribune Real Estate Holdings, including the President, last week, to give them a tour of the District. They were surprised and excited by all the new developments.

## **Clean and Safe**

### **Meetings with UPS**

Staff has been meeting with UPS every other week to ensure that they provide the services that they promised. We are currently down two people but UPS feels confident that the positions will be filled quickly. Additionally, UPS is going to offer advanced training to our senior level Team members, LGBT training and they are working with Eponics to upgrade our handheld devices and data collection. We hope to have UPS contribute to the cost of the devices and data services.

## **Marketing & Communications**

### **Brand Marketing Plan**

Ariana has spoken to 25 various brand and marketing companies about working with the Fashion District on creating a brand marketing campaign. We sent an RFP out and have received 9 proposals. Staff narrowed the proposals to 3-4 and ask them to give a presentation to the Image and Communications committee. The Committee chose Haines & Co. We are working on the contract.

### **Update - Fashion District Banners**

After inventorying the district and determining where light poles exist and which ones would be the most appropriate to use to install banners, the District is hiring AAA banners. We are delaying installation until the Branding Work is complete.

### **Marketing Stats for 1<sup>st</sup> quarter**

- **Website**-Visitors: 132,732
- **Facebook**- New followers: 971; Total: 49,043
- **Twitter**-New: 205; Total Followers: 9,436
- **Instagram**-New: 1625; Total: 21,647
- **Pinterest**-New: 207; Total: 5,260
- **Snapchat**-Average views per post: 100

### **Little Damage on Spring Street is the Hot New Thing!**

Little Damage at 700 S. Spring Street has been highlighted in Buzzfeed and Cosmopolitan Magazine recently.

See links:

[https://www.buzzfeed.com/laraparker/charcoal-ice-cream-is-a-thing-now-and?utm\\_term=.idRne0YN0#.ljkwlM5l](https://www.buzzfeed.com/laraparker/charcoal-ice-cream-is-a-thing-now-and?utm_term=.idRne0YN0#.ljkwlM5l)

<http://www.cosmopolitan.com/food-cocktails/a9571757/goth-ice-cream-trend/>